LORENA MONAGAS

GRAPHIC DESIGNER / BRAND IDENTITY / DIGITAL & PRINT

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PROFILE

Graphic Designer experienced in brand identity, illustration, digital design, and print production for global brands and growing businesses. Skilled in developing creative concepts, producing visual assets, and maintaining brand consistency across platforms, with additional expertise in web design, digital production, and front-end development.

EXPERIENCE

Browse and Repeat

Creative Manager

- Developed brand identities and visual content for creative initiatives.
- Created original illustrations, storyboards, and digital assets to support visual storytelling.
- Oversaw creative content development, website design, and maintenance.

My Little B

Visual Designer

- Designed logos, brand identities, and visual assets.
- Created original vector illustrations and graphics to support brand communications.
- Designed and maintained website content consistent with brand identity.

IBM

Web Designer

- Created visual designs for IBM initiatives, including MobileFirst for iOS, The Weather Channel, zSystems, Watson, and API-related offerings.
- Designed digital layouts, vector illustrations, and graphics for websites, applications, and software tools.
- Developed media packages and style guides to maintain visual consistency across digital platforms.

Academy of Responsible Tattooing

Web Designer & Front-End Developer

- Designed website graphics and digital content to support the organization's visual identity.
- Maintained and updated website content using HubSpot CMS.
- Managed Shopify content for classes, workshops, and events, integrating updates into the website.
- Implemented front-end design and website updates.

QStream

Visual Designer

- Created visual designs and layouts for web and mobile applications.
- Developed custom vector illustrations and digital graphics.
- Produced media packages and style guides to support consistent visual communication.

ATTCK

UX/UI Designer

- Designed user interfaces and digital experiences.
- Developed wireframes and site architecture for websites.
- Created media packages and style guides to support design consistency.

Clinique

Manager of Production Design

- Designed and maintained digital experiences for Clinique and Estée Lauder's domestic and international websites.
- Developed responsive layouts and user interfaces for desktop and mobile platforms.
- Managed website design updates and implementation using Drupal CMS.
- Supported cross-platform testing, front-end development, and ongoing website production.

MAISONLBB

Web Designer & Project Manager

- Designed responsive website layouts and user interfaces for desktop and mobile platforms.
- Developed branding assets and supported digital design initiatives.
- Managed website updates, CMS administration, and front-end development.
- Coordinated website projects and supported design and maintenance for M·A·C Cosmetics's domestic and international websites.

Neo Design Group

Visual Designer

- Created branding, digital graphics, and print design materials.
- Developed original vector illustrations, animations, and visual assets.
- Designed layouts and user interfaces for desktop and mobile websites.

DESIGN & TECHNICAL SKILLS

Graphic Design

Brand Identity, Typography, Layout Design, Digital & Print Design, Illustration, Iconography, Visual Communication, Style Guides

Design Software

Adobe Photoshop, Illustrator, InDesign, Procreate, Figma

Digital & Web

Web Design, UX/UI Design, Wireframing, Site Mapping, Email Campaign Design, eCommerce

Platforms & Development

Shopify, Drupal, WordPress, HubSpot CMS, HTML, CSS, JavaScript, Foundation Framework, SEO

EDUCATION

Fashion Institute of Technology

Bachelor of Fine Arts (BFA), Graphic Design

Additional Education

- AIGA: UX/UI and Wireframing
- Skillshare: Storytelling Through Iconography Design
- New York University: JavaScript Coursework

LANGUAGES

English & Spanish